

FACT SHEET

HOLY AG / OUTLET/CITY METZINGEN



Image: OUTLET/CITY METZINGEN

Company name	HOLY AG & OUTLET/CITY METZINGEN GmbH
Location	Metzingen, Baden-Württemberg
History	1995: Holy GmbH & Co. KG is established 1997: Outletcity Metzinger is born 2003: The company becomes HOLY AG 2012: outletcity.com/shop is created as the world's first online shop for an outlet destination
Executive board HOLY AG	Wolfgang Bauer (Chairman of the Executive Board) Michael Henseling (Chief Financial Officer)
Management Board Outletcity Metzinger	René Kamm (Managing Director Outletcity) Stefan Hoffmann (Managing Director Digital & Customer) Michael Henseling (Managing Director Finance)
Number of employees	approx. 300
Visitors (per year)	4.2 million people visited Outletcity Metzinger in 2019
International visitors	Around 40% of turnover in 2019 was generated by international visitors from 185 countries

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Shop floor space

Approximately 40,000 square metres upon completion of new expansion. The new BOSS flagship outlet claims 5,000 square metres of the total

Total number of brands

Round about 500 brands in Metzinger and in the Online Shop

Food and beverage

Almresi, Starbucks, Marché Mövenpick, Olio e Pane, Amorino, Mc Donald's, Keim Bakery, Panini Bar

Services

3,500 parking spaces across 8 car parks

OUTLET/CITY CLUB, tax-free shopping and refunds, free WiFi, Kids Camp, gift cards, Outletcity shuttle, personal shopping, prayer room

Opening hours

Monday to Friday: 10 am – 8 pm

Saturday: 9 am – 8 pm

Communication channels

Website: outletcity.com/en/metzinger/

Online Shop: outletcity.com/shop

Website clicks (43 million)

Newsletter (2.7 million subscribers)

Facebook, Instagram, YouTube, TikTok, Tripadvisor, WeChat and Weibo